



Missouri Department of Health and Senior Services Recall Alert

Toffutti Brands Inc. Announces Recall of Yours Truly Frozen Dessert Cones Due To Possible Trace Level Milk Contamination

The Missouri Department of Health and Senior Services received the following recall. The product may have been distributed in Missouri. You can identify if you have the contaminated product by looking at sides of the box for the facility code 18-497, along with the production codes 2330 or 2350. If you bought this product, please return to the place of purchase for a full refund.

ORIGINAL RELEASE-----

Contact:

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FOR IMMEDIATE RELEASE - December 10, 2010 - Tofutti Brands Inc. has announced a precautionary recall of 25 pallets of its 4-Pack YOURS TRULY frozen dessert cones (UPC 0-20188-01500-9) due to possible trace level milk contamination reported for one lot of product shipped which was produced in August of 2010. YOURS TRULY CONES are labeled as Milk Free and persons who have an allergy or severe sensitivity or intolerance to Milk products run the risk of serious or life-threatening injury if they consume products with milk ingredients. Tofutti Brands uses stringent quality controls to prevent milk contamination of its products and sells tens of millions of ice cream novelty products each year.

The 25 pallets from the suspect lot are being recalled. The bulk of these 25 pallets were sold along the east coast and the Midwest. None of the suspected lot was sold to any west coast distributors or stores.

The product in the above 25 pallets is identified by the labeled Manufacturing facility code 18-497 which will appear printed on one of the two end flaps of the box of the YOURS TRULY CONES along with a production code of either 2330 or 2350, which will follow right after the plant code. Consumers who may have purchased YOURS TRULY CONES bearing these codes are urged to return them to the place of purchase for a full refund. This recall does not involve any of the company's other frozen dessert products. Consumers with questions may contact the company at 908-272-2400, Monday-Friday, from 9:00AM-5:00PM EST, or email us at info@tofutti.com.